

INTEGRATED YOUTH AGRIBUSINESS HUBS

Creating Employment Opportunities for Rural Youth in Africa

Guy Joel NGANKAM

Cameroon

PROCASUR & AGRO-PME

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BMZ



Bundesministerium für
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VISA
Foundation

SCOPE OF THE PROJECT



Cameroon

1,125

- 9 countries
- 2255 Youth-owned enterprises
- 9,020 Youth enter labour market
- 11,250 Opportunities for decent work and living incomes

Project Overview

The project was designed to facilitate access to employment to 3,125 rural youth in Cameroon.

Key roles and responsibilities

The project is being implemented by PROCASUR, the overall lead implementing agency, in partnership with AGROPME, the country lead implementation organization, and the ILO.

Milestone

- Youth who have accessed wage employment: 963
- Youth who have accessed self-employment: 450
- 50-70% of self-employment youth start a business: 537
- Youth trained in income generating activities and business management: 537

JOB CREATION INITIATIVES - RELEVANCE

Among the various areas, the country specific Job Creation Initiatives have proved to have strengths in:

This has been achieved focusing on

- Private sector partnerships
- Leveraging public private partnerships
- Public sector partnerships

Private Sector Partnerships in Project JOY Cameroon: A Catalyst for Youth Employment

Private sector partnerships contributions to Project JOY's success:

- **Enhanced Training and Skill Development**
Private sector partners brought industry-specific knowledge and practical skills training to Project JOY's curriculum.
 - **Job Placement and Internship Opportunities**
Partnerships have facilitated job placement and internship programs, providing Project JOY participants with crucial real-world experience.
 - **Mentorship and Networking**
Project JOY leverages private sector expertise by involving professionals as mentors for young participants. Mentorship provides invaluable guidance, career advice, and professional network connections.
- **Access to Finance and Business Development Services**
The Partnerships with financial institutions helped young entrepreneurs obtaining microloans, business development support, and financial literacy training.
 - **Market Linkages and Entrepreneurship Opportunities**
Collaboration with private companies has created crucial market linkages for products and services developed by young entrepreneurs within Project JOY. Additionally, these partnerships have facilitated the identification and exploration of potential business opportunities within specific sectors, guiding young people towards establishing viable and successful ventures.

Leveraging Public- Private Sector Partnerships (PPPs) - An example from Cameroon

The CMPJ and DYSC programs stands as Models for Collaboration in Cameroon. These multipurpose youth promotion centers provide young people with critical skills training, entrepreneurship support, and access to resources. Through a partnership with AGRO-PME Foundation, the DYSC service complements the CMPJ program by offering kiosks for young entrepreneurs to host their businesses.

This collaboration leverages the strengths of both partners

- **The Ministry of Youth and Civic Education**
Provides infrastructure and government oversight.
- **AGRO-PME Foundation**
Contributes business expertise, training programs, private sector networks, and resources for the kiosks.

Benefits of this PPPs for Project JOY

These partnerships directly align with the objectives of Project JOY, providing opportunities for the youths in Cameroon. They have contributed to Project JOY's success by:

- **Mobilizing Additional Resources**
through this collaboration, the ministry has mobilized funds to support the youths and have also developed infrastructure for CMPJs, and the expansion of DYSC kiosks.
- **Enhancing Expertise and Innovation**
AGRO-PME Foundation was able to bring in valuable business knowledge, innovative technologies, and efficient management practices to the programs.
- **Improving Program Sustainability**
By sharing risks and responsibilities, the ministry of youth and AGRO-PME were able to ensure a long-term financial viability of youth development initiatives.

Public Sector Partnerships: Fueling Project JOY's Success in Cameroon

Project JOY's journey towards empowering young Cameroonians has been significantly bolstered by strategic public sector partnerships. The collaboration with the Ministry of Employment, Professional and Vocational Training (MINEFOP) stands out as a prime example.

This partnership has yielded several key benefits that directly contribute to Project JOY's success:

Enhanced Socio-professional Integration

By joining forces with MINEFOP, Project JOY leverages the Ministry's expertise and resources to facilitate the smooth socio-professional insertion of young graduates. This could involve access to government programs designed to bridge the gap between education and employment, or participation in initiatives aimed at fostering professional networks.

Expanded Employment Opportunities

The partnership with MINEFOP facilitates the creation of new employment opportunities for Project JOY participants. This could involve collaboration on job fairs, internship programs, or government initiatives focused on specific sectors aligned with Project JOY's goals.

Supporting Green Job Initiatives

The collaboration allows Project JOY to actively participate in and contribute to the government's green jobs program. By aligning training programs and entrepreneurial support with the program's objectives, Project JOY equips young people with the skills and knowledge needed for green jobs in sectors like renewable energy or sustainable agriculture.

APPROACH'S EFFECTIVENESS

Micro level

Enhanced Employability

Improved skills and real-world experience through industry-specific training, internships, and mentorships lead to increased job placement opportunities and higher earning potential for young participants.

Entrepreneurial Success

Access to microloans, business development support, and financial literacy training empowers young people to launch and sustain successful businesses, fostering financial independence and personal growth.

Increased Confidence

Mentorship and professional network connections provide young people with guidance and support, boosting their confidence and self-belief as they navigate the job market or build their businesses.

Meso level

Improved Program Effectiveness

Industry-specific training and real-world experiences ensure Project JOY graduates possess the skills employers actively seek.

Enhanced Capacity Building

Partnerships facilitate knowledge exchange between the public and private sectors, leading to improved curriculum development and program delivery within Project JOY.

Stronger Institutional Collaboration

Successful partnerships foster a culture of collaboration between Project JOY and private sector entities, leading to potential future partnerships and resource sharing.

Macro level

Skilled Workforce Development

By equipping young people with relevant skills, Project JOY contributes to a more skilled and competitive national workforce, promoting economic growth.

Job Creation

Increased job placement opportunities for Project JOY graduates translate to a reduction in unemployment and a wider tax base for the government.

Entrepreneurial Ecosystem

Project JOY fosters a thriving entrepreneurial ecosystem by supporting young businesses. This leads to increased innovation, job creation, and economic diversification.

APPROACH'S EFFECTIVENESS

Micro level

Boost Career Prospects: Project JOY graduates gain access to government programs and professional networks, increasing their chances of securing employment.

Improved Skills and Knowledge

Participation in green job initiatives equips young people with specialized skills relevant to the growing green economy.

Increased earnings and Self-Sufficiency

Successful socio-professional integration leads to financial independence and a sense of accomplishment for young participants.

Meso level

Reduced Youth Unemployment

Increased employment opportunities for young people contribute to a more vibrant and stable local economy.

Skill Development and Innovation

Project JOY fosters a more skilled workforce, potentially leading to increased innovation and productivity within communities.

Environmental Benefits

Project JOY's focus on green jobs can contribute to environmental sustainability within communities through initiatives like renewable energy or sustainable agriculture.

Macro level

Economic Growth

Increased employment and a skilled workforce contribute to national economic growth and development.

Green Economy Transition

Project JOY supports the government's green jobs program, accelerating the national transition towards a more sustainable economy.

Social Development

By empowering young people, Project JOY contributes to a more stable and prosperous society overall.

EXAMPLE: PARTNERSHIPS AND COLLABORATIONS

- **+ More than 100** companies signed up to help young people find waged jobs;
 - **01** private-sector association: Groupement des producteurs de poivre de Penja (Penja pepper producers' group)
 - **04** programmes/projects linked to the JOY project: **CMPJ INCUBATOR, GIZ-PESOP, DYSC PROGRAMME, ARCHIPELAGO.**
- **04** financial partners mobilised: **FADEV, MINJEC, MUFID-U, RIC**
 - **FCFA 137,287,985 (USD 230 K)** raised from the FADEV to support accelerating businesses
 - **FCFA 3,000,000 (USD 5K)** raised to provide seed capital for 30 young entrepreneurs
 - **FCFA 17,000,000 (USD 28K)** mobilised from MINJEC for the rehabilitation of 25 kiosks (commercial accommodation sites for young people);
 - At institutional level, **03** ministries linked to the project: MINJEC and its decentralised structures, MINEMESA, MINFOP; **05** municipalities linked to the project for the provision of spaces dedicated to the installation of kiosks.

LESSONS LEARNED AND RECOMMENDATIONS

1

Importance of job quality and monitoring mechanisms

2

Improving support for young people during and after placements

3

Plea for a social security model adapted to the agricultural context

4

Strengthening the AB-Hub services and value proposition

Recommendations

- Strengthening women's inclusion and social protection
- Rural-Urban representation
- Job retention and working conditions
- Development of life skills and soft skills

STRATEGIES TO OVERCOME CHALLENGES AND LEVERAGE OPPORTUNITIES

CHALLENGES

- Limited Women's Inclusion and Social Protection
- Many youths have very low Life Skills and Soft Skills
- Assuring the Scaling Up of the Project JOY's Impact

STRATEGIES TO OVERCOME THESE CHALLENGES

- Advocate for stronger social protection policies for young workers, particularly women, to ensure decent working conditions and access to essential benefits.
- Develop targeted outreach campaigns to attract young women to Project JOY.
- Integrate life skills and soft skills development into the Project JOY curriculum.
- Partner with institutions specializing in life skills training to provide expertise and resources.
- Develop a comprehensive scaling-up strategy that identifies potential partners like NGOs, private companies, or other government ministries.
- Seek funding opportunities to support expansion efforts.
- Develop a standardized model for implementation that can be replicated across different regions or communities in Cameroon.



DISCUSSION AND REFLECTION

What specific strategies can be implemented to ensure Project JOY's model is sustainable and scalable across different regions in Africa?

THANK YOU!

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